

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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OUR CELEBRATED PIANO FAMILY REPRESENTS

332 YEARS PIANO BUILDING EXPERIENCE

Quality---Not Price

Should Have Your First Consideration
in Determining the Purchase of a

Piano or Player-piano

BUT QUALITY IS NOT THE EASIEST THING to determine. Probably not one person in a hundred who buys a Piano or a Player-piano has actual knowledge of its worth. You can judge its tone, its smoothness of action, its beauty of case design. But few can tell whether the tone will prove lasting, the instrument keep in tune or the case maintain its fine polish. These are points that only the trained piano man can judge accurately.

Therefore, in selecting an instrument for quality, you are in large degree dependent on the reputation of the instrument and the reliability of the dealer from whom you buy. On just this basis we submit that

Loeser's Is the Safe Store in Which to Buy Your Instrument.

We have not merely the product of one factory to urge upon you as the best. FIVE makes are here; each of established reputation and each notable in its class.

Also here you have not one, but TWO GUARANTEES—that by the maker and that by the Loeser Store.

Add to this surety of quality the fact that in accordance with our widely known general store policy, all instruments are sold for the

Lowest Possible Prices

and your selection here is very safe indeed. Every advantage is given to our customers and to ALL our customers. You know that you buy for the lowest price and that no one can by any device get an instrument for a less price than you pay.

**The Famous Kranich & Bach
Estey Francis Bacon
Bjor Bros. Gordon & Son**

Pianos at \$198 to \$950.
Player-pianos at \$395 to \$850.

Have one of these instruments in your home this holiday season—before Thanksgiving if you wish. Because there are many extra expenditures at this season we have arranged

Special Comfortable Terms of Payment

to meet the reasonable convenience of our customers. The best instruments for the lowest possible prices and on the easiest terms of payment—this is the service we offer to you at this holiday season.

Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.
Fulton Street, Brooklyn, N. Y.

A TOTAL OF 332 YEARS PIANO BUILDING EXPERIENCE

Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.

The Subway to Hoyt Street Brings the Loeser Store Within 17 Minutes of Forty-second Street.

Over 2,000 Pairs of NEW Nottingham Lace Curtains Third to Half Less.

HERE IS ANOTHER SALE of Nottingham Lace Curtains that is even larger and better in values than the sales of the past few weeks. Over 2,000 pairs are included, all of them new, fresh and perfect and in both white and the Arabian tint.

There are handsome Brussels, cable net and French designs, the greater part of them received during the past week from three of America's chief makers and all of them designs for this season. Also included are some very handsome imported Nottingham Curtains.

40c. a Pair, Instead of 75c. and \$1.75c. a Pair, Instead of \$2.50 and \$1.50.

50c. a Pair, Instead of \$1.50 and \$1.75c. a Pair, Instead of \$2.25 and \$2.50.

60c. a Pair, Instead of \$2.50 and \$3.50c. a Pair, Instead of \$3.50 and \$5.75c. a Pair, Instead of \$5.50 and \$8.75c. a Pair, Instead of \$7.50 and \$9.75c. a Pair, Instead of \$9.50 and \$11.50.

30c. and 35c. Fancy Curtain Scrims at 19c. a Yard.

Exactly the type of curtains most in demand now—a new lot of white and Arabian fancy curtains, three fine patterns with plain centers and openwork double borders. These have finished edges and only need to be cut off the piece and hemmed top and bottom. Other Scrims in the sale are of openwork block designs. All perfect and most astonishing value at 19c. a yard.

Third Floor, Fulton Street.

Real Lace Handkerchiefs, Berthas, Laces.

In a Sale at 25% to 50% Saving.

Most Beautiful Patterns for Christmas Gifts.

REAL LACES HAVE FOR MANY YEARS been a Loeser specialty and this Store has become

widely known for the extent, variety and beauty of our stocks of these exquisite hand-made textures.

At all seasons we have a very large collection, but at the Christmas season we greatly increase our showing and we are able to do this advantageously because of our foreign connections in France, Switzerland, Austria and other foreign lace producing centers.

Tomorrow, as a result of some fortunate purchases and also through special price concessions on a portion of our own collection, we shall have ready a great variety of very beautiful real Laces and Lace articles at a fourth to half less than their fair market worth.

Real Duchesse Laces, \$1.15 to \$10.00 a Yard.

Real Duchesse and Point Laces, \$2.40 to \$25 a Yard.

Real Point Laces, \$2.40 to \$25 a Yard.

Real Val. Laces and Insertions, 50c. to 90c. a Yard.

Real Val. Edgings at 40c. to 80c. a Yard.

Real Duchesse and Point Laces, \$1.15 to \$10.00 a Yard.

Real Duchesse and Point Lace Handkerchiefs, \$1 to \$35.

Real Bruges Lace Handkerchiefs, \$1.00 to \$4.00.

Real Princess Lace Handkerchiefs, 25c. to \$1.00.

60c. to \$2 COMPOSITION DOTTED SETS FOR

Another record value in the Lace Store. Fourteen hundred yards of combination dotted silk and cotton Nets for evening and afternoon, in a broad range of colors, including pink, blue, black, white, lavender and others, also handsome combinations of gold dots on the various colored grounds and black with white dots and white with black dots.

All on a special main floor table for 25c. a yard.

Lace Store. None Sent C. O. D.

Second Floor, Fulton Street.

Women's Suits, Dresses, Coats.

WHEN WOMEN MAY SELECT from a great variety of new, well-made, handsome and correct

winter Clothes and pay little or nothing over the yardage cost of the unmade materials—surely it is a great economy day.

And that is the condition that will prevail tomorrow here.

\$15 One-Piece Dresses at \$7.98.

Women's one-piece Dresses of corduroy and velveteen in the popular shades. Some have lace yokes, others lace collars, still others collars of satin and satin piping. Some have self collars, and some collars of ruche in harmonizing shades. All have set-in sleeves and the new shaped skirts.

\$25 and \$30 Tailored Suits at \$9.98.

Women's strictly tailored suits in a great variety of fabrics, including wide wale diagonals, fancy subdued mixtures, etc. They are cutaway and straight models, and some have the new full skirt in the latest styles.

\$15 Coats at \$9.98.

Women's separate Coats, made of vicunas, double-faced mixtures, etc., in the new straight lined models, a few in full roomy designs, with large collars and cuffs, some have patch pockets and others side pockets. Second Floor, Fulton Street.

None Sent C. O. D.

Double Width Satin Charmeuse, Guaranteed, at \$1.12 a Yard.

\$1.25 Imported 42-Inch Colored Marquise, 49c.

89c. Black and Colored 26-Inch Satin Messaline, 49c.

\$2 All Silk 40-Inch Colored Charmeuse, \$1.49

The Charmeuse at \$1.49 a yard is exceptionally fine and black and a beautiful color range. In addition to the staple shades we have such scarce shades as wistaria, ciel, mulberry, ivory, peach, old rose, brown, king blue, navy, etc. None Sent C. O. D.

The Black and Colored Satin Messaline at 49c. comes in a splendid assortment of evening and afternoon shades and black. It is all silk and 26 inches wide. None sent C. O. D.

The Imported 42-Inch Marquise at 49c. is the balance of an importer's stock and comes in white, ivory, mais, ciel, pink, lilac, wistaria, champagne, tan, gray, steel, Helen, blue, rose, Copenhagen, olive, brown, navy and black. None sent C. O. D.

The All Silk Colored Charmeuse at \$1.49 is a beautiful quality with rich trimmings and we have all wanted shades and black. Main Floor, Bond Street.

\$5 to \$6.98 Waists at \$2.98.

Brocade, Chiffon, Silk and Lingerie.

THE ULTRA-SMART NEW ROBESPIERRE

Waists in brocade that are included should alone make a stir because of their proportionate values. These have the Robespierre collars

trimmed with the new Nell rose, navy or white, and with crystal buttons repeating in their decoration the color note of the waist trimming. Another good

Robespierre model is of fine tucked net over a net lining, with high Robespierre collar of colored satin, jabot and wrist frills of shadow lace, trimming of white satin buttons.

There are at least 15 styles of fancy chiffon Waists, in the newest and best fall colors, designed for wear with lingerie suits. The Waists of the messaline and chiffon taffeta, of brocade taffeta, of two-tone Dresdens are especially handsome.

A vast collection of Waists of voile and lingerie, trimmed with beautiful laces, often with hand embroidery, is worthy the attention of discriminating women. We do not recall such an exhibition of values anywhere in this vicinity, even at Loeser's, for many months.

Second Floor.

Umbrellas

A Good Maker's Clearance.

Values \$2.50 to \$3 (Men's and Women's).

IT COMPRISES the clearance of a good maker who is getting ready for his spring work and who

therefore sold us all his remainders at a price concession which enables us to mark them at from three-eighths to one-half of the prices you would usually expect to pay.

They are both men's and women's styles, good tape edge union silk luffa, with strong eight-rib frames. The handles are of high quality, mission, and various fine woods, many mounted with sterling silver, knobs, overlay and a number of special designs.

It will be difficult, if not impossible, to match them as a prize for the early Christmas shopper. None C. O. D.

Main Floor, Bond Street.

732 Solid Gold Scarf Pins at 98c. Each.

NOTHING TO EQUAL this value in Scarf Pins at a small price has ever before come within our knowledge. For they are fine in design as well as amazingly little priced. Many of them are set with genuine pearls. Nearly all of them are set with genuine semi-precious stones. There is an immense variety of designs.

A few might regularly be sold for less than \$2 each, but the great majority are \$2.50 and even \$4 Scarf Pins. The whole stock of them should be sold tomorrow—and will be sold if enough people realize how very wonderful they are at the money.

Main Floor, Fulton Street.

Cluny Lace Luncheon and Dinner Cloths.

\$18 to \$35 Values, for \$6.50 to \$19.98.

IN THE ART NEEDLEWORK STORE TOMORROW we shall hold a sale of exquisite Cluny Lace pieces remarkable for beauty and quality and offering little prices without equal in our history.

Just before Thanksgiving such a chance should stir interest. There are fifty Clunys, all superb combinations of Cluny lace and pure linen in designs which are impossible to describe. They are the handwork of the French peasants and some are in magnificent centerpiece designs, which have lace centers in addition to the wide "chun" lace edges.

As illustrations of the sizes and reductions there are

818 to 822 Cloths, 45 inches in Diameter, at \$6.50 and \$7.50.

821 Cloths, 63 inches in Diameter, at \$10.

825 to 835 Cloths, 72 inches in Diameter, at \$12.50 to \$19.98.

835 Cloths, 90 inches in Diameter, at \$15.

Art Needlework Store, Second Floor.

Women's \$3.50 Boots at \$2.40.

THERE ARE PATENT LEATHER, black kidskin and calfskin in button and lace styles, all with Goodyear welted and turned soles. Toe shapes are smart and the heels are of the Cuban type. Though there are not all sizes there will be a good range when the Sale opens tomorrow morning. Regular \$3.50 values for \$2.40.

Main Floor, Elm Place.

Underpriced Christmas Offerings of Dress Fabrics in Odd Lengths.

All in Gift Boxes for the Asking.

TOMORROW ON SPECIAL TABLES in the Dress Fabrics Store we shall have a quantity of Dress Fabrics including wool and silk and wool, Suiting Stripes, Mixtures, Serges, Taffetas, Poplins, Broadcloths, Cheviots, etc., the prices of which will be a full half and more than half below earlier prices this season.

There is a very wide range for choice and to those who have practical gifts in mind for Christmas the event will be particularly interesting.

\$2.50 FABRICS MARKED \$1 A YARD.

\$1.50 FABRICS MARKED 75c. A YARD.

\$2 FABRICS MARKED AT 90c. A YARD.

\$2.50 FABRICS MARKED AT \$1.40 A YARD.

\$1 FABRICS MARKED AT 50c. A YARD.

Second Floor.

\$6 Porcelain Dinner Sets at \$3.98.

DISTINCTIVE IN THEIR GOOD QUALITY and pretty patterns. A wonder value for \$3.98. Floral sprays in natural colors and gold; gold lines; 50 pieces.

60 Porcelain Dinner Sets, \$5.98.

Gold lace in border design. Fifty pieces.

615 Porcelain Dinner Sets, \$7.50.

Plain shape, two gold bands in border effect. 100 pieces.

618 Porcelain Dinner Sets, \$9.98.

Two gold bands including a band of green border design. 100 pieces.

620 Porcelain Dinner Sets, \$11.98.

Empire floral border design, best coin gold on every piece. 100 pieces.

Other Porcelain Dinner Sets.

\$9.98, regularly \$11.98.

\$12.50, regularly \$20.

\$14.98, regularly \$25.

\$25 Austrian China Dinner Sets at \$14.98.

Pink floral sprays, gold lace border.

630 Austrian China Dinner Sets at \$19.98.

Two gold bands, bordering a band in gold. 100 pieces.

640 Austrian China Dinner Sets at \$19.98.

Green band with gold lace and rose garlands. 100 pieces.

650 Austrian China Dinner Sets at \$25.

Heavy band in color, overlaid with gold lace.

655 Limoges China Dinner Sets at \$17.98.

Dainty floral spray pattern, best coin gold; 100 pieces.

657.50 Limoges China Dinner Sets at \$29.

Rose border design, best coin gold; 100 pieces.

660 Limoges China Dinner Sets at \$35.

Empire floral border design, best coin gold on every piece; 100 pieces.

660 Limoges China Dinner Sets at \$40.

Deep border of pink roses, rich best coin gold stippling; 100 pieces.

660 Limoges China Dinner Sets at \$40.

Persian border on plain shape, solid best coin gold handles; 100 pieces.

6125 Limoges China Dinner Sets at \$75.

Conventional border of green and gold, solid handles of best coin gold.

Basement.

QUEEN ELENA AS SEEN BY AN AMERICAN WOMAN

Widow of Diplomat Writes Impressions of Daughter of Balkans.

Special Correspondence to THE SUN.

LONDON, Nov. 6.—A book of memoirs by the widow of an American diplomat has just been published which contains some interesting impressions of Queen Elena of Italy, daughter of King Nicholas of Montenegro.

"I remember very well," says the writer, "when Elena made her first appearance at the Roman court, walking into the concert room at the Quirinal as if she were in a dream. The daughter of an untutored ruler in a small mountain State in the Balkans, who dispenses justice at the open door of his house among his rude shepherd subjects, she had been married for love and nothing else, and to a man who would one day make her a queen. Looking at the bridegroom's anemic, expressionless face and stunted figure, one could not help but feel that he and not she had made the better bargain. Queen Margherita received her with a certain dignified graciousness, but no cordiality, and the Bourbon Princess with open contempt, speaking of her in private as the 'shepherdess.'"

"Her lack of savoir faire was somewhat inexplicable, as she had been educated in Russia in the family of Alexander III, her sister having become the wife of

MAID OF POSEN POSES AS VERY RICH HEIRESS

As "Countess" She Defrauded Would-be Husbands—Goes to Jail.

Special Correspondence to THE SUN.

BERLIN, Nov. 10.—After being occupied several times recently with cases of extensive though otherwise banal marriage frauds on heiresses, the Berlin police court has occupied the whole of yesterday with an extraordinary case, in which a hair-dresser's maid was accused of somewhat singular frauds on men.

Julia Mehle, a girl born in Posen, and the daughter of a school teacher, used her dual powers of mimicking a foreign accent, together with her smart appearance as a willowy blonde, to play the part of a rich Rumanian Countess, and thus entrap a couple of wealthy Berliners, who were attracted with the idea, which she inculcated, that they were to oust a Serbian prince with whom she was engaged to make a loveless match.

Between her own confession in court and the story of the police, an amusing tale of audacious simulation and bewildering credulity was unfolded. To a Government official she posed as the "Countess Dermusie," and managed to persuade him to take her to supper every single night to a restaurant before accepting his proposal and a simultaneous loan of \$25. She retained his confidence for some time, sending him letters from Rumania, where she said she had gone in order to persuade her parents to allow her to cancel the princely engagement, but the police

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showed that she had really gone to earn a few pounds as a governess. With an even more pretentious title she was wont to persuade an architect that she was worth \$125,000, but that in consequence of family disputes she was in temporary need of a loan.

The marriage was arranged and the betrothal festivities took place in one of the most fashionable hotels of Berlin, the countess being furnished with a costly trousseau, together with a huge and varied traveling equipment. The prospective bridegroom then, lured by the forged acceptance by the Emperor of Austria to visit one of her Rumanian castles for a week's shooting in the autumn, engaged a couple of smart chambermaids and a lackey for the bride.

This led to revelations, as the police suspected from the arrival of the maids at her hotel that she was engaged in the "white slave" traffic. A heavy inquiry showed that she was only a friseur's assistant, which her indignant admirer was unable to disprove. Mehle, who was constantly in tears during her trial, was sentenced to nine months imprisonment for breach of trust and the misuse of titles.

BURGULARS AHEAD TWO TO ONE.

London Shopkeepers Give Suffragettes Window Smashing Score.

Special Correspondence to THE SUN.

LONDON, Nov. 15.—The window smashing campaign inaugurated by the suffragettes continues merrily. Although it is a serious matter to the shopkeepers, some of them manage to keep up their spirits during the ordeal.

A well known cigarette shop in Bond Street which has had the misfortune to suffer window breaking by burglars as well as by suffragettes, shows the following sporting notice in its window: "Our window has again been broken by burglars. The score now is—Burglars 2, suffragettes 1. Burglars are leading by one point."

It will be difficult, if not impossible, to match them as a prize for the early Christmas shopper. None C. O. D.

Main Floor, Bond Street.